

II. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, executed on at least one computer device, of managing items available for electronic purchase, the method comprising:

storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on the result of the query, wherein the query returns a set of records containing the items based on a specified attribute of the items level of the hierarchical structure selected and queried;

identifying, on the at least one computer device, at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

automatically generating, on the at least one computer device, the query for each level of the hierarchical structure to display the at least one high frequency item on a high level page, wherein the query is dynamically generated by the at least one computer device at the time of selecting the level of the hierarchical structure.

2. (Currently Amended) The method of claim 1, further comprising:

presenting the at least one high frequency item to an administrator; and

selecting at least one high frequency item for display on the high level page, wherein the administrator determines if the at least one high frequency item is displayed on a high level page and on which high level page the at least one high frequency item is displayed.

3. (Original) The method of claim 1, further comprising storing the operations performed by a user to select an item in the hierarchical structure.

4. (Original) The method of claim 3, wherein the identifying step includes analyzing the stored operations.

5. (Original) The method of claim 3, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.
6. (Previously Presented) The method of claim 1, further comprising maintaining a record of the frequency that each of the items has been purchased.
7. (Previously Presented) The method of claim 6, wherein a separate record of the frequency of purchase of each of the items is maintained for each of a plurality of groups of users.
8. (Currently Amended) A method, executed on at least one computer device, of managing items available for electronic purchase, the method comprising:

storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on the result of the query, wherein the query returns a set of records containing the items based on a specified attribute of the items level of the hierarchical structure selected and queried;

identifying, on the at least one computer device, at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased;

presenting the at least one high frequency item to an administrator for the group of users; and

selecting at least one high frequency item for display on a high level page for each user in the group of users, wherein the administrator determines if the at least one high frequency item is displayed on a high level page and on which high level page the at least one high frequency item is displayed.
9. (Currently Amended) The method of claim 8, further comprising automatically generating, on the at least one computer device, the query for each level of the hierarchical structure to display the at least one high frequency item on a high level page, wherein the query is dynamically generated by the at least one computer device at the time of selecting the level of the hierarchical

structure and incorporates the selection of the administrator.

10. (Previously Presented) The method of claim 8, further comprising separately maintaining records of frequencies that each of the items has been purchased for a plurality of groups of users.

11. (Original) The method of claim 8, further comprising storing the operations performed by a user to select an item in the hierarchical structure.

12. (Original) The method of claim 11, wherein the identifying step includes analyzing the stored operations.

13. (Previously Presented) The method of claim 9, further comprising storing the operations performed by a user to select an item in the hierarchical structure, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

14. (Currently Amended) A system for managing items available for electronic purchase, the system comprising:

at least one computer device comprising:

a storage system for storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on the result of the query, wherein the query returns a set of records containing the items based on a specified attribute of the items level of the hierarchical structure selected and queried;

a frequency system for identifying, on the at least one computer device, at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

a display system for displaying, for the user at the user device, the at least one high frequency item on a high level page by automatically generating, on the at least one computer device, the query for each level of the hierarchical structure, wherein the query is dynamically

generated by the at least one computer device at the time of selecting the level of the hierarchical structure.

15. (Original) The system of claim 14, further comprising a selection system for selecting an item in the hierarchical structure, and storing the operations performed to select the item.

16. (Previously Presented) The system of claim 14, wherein the frequency system separately maintains records of frequencies that each of the items has been purchased for each of a plurality of groups of users.

17. (Original) The system of claim 14, further comprising an administration system for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.

18. (Original) The system of claim 14, further comprising an identification system for identifying a user.

19. (Currently Amended) A computer program product stored on a computer readable medium for managing items available for electronic purchase, which when executed comprises:

program code for storing the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on the result of the query, wherein the query returns a set of records containing the items based on a specified attribute of the items level of the hierarchical structure selected and queried;

program code for identifying at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

program code for displaying the at least one high frequency item on a high level page by automatically generating the query for each level of the hierarchical structure, wherein the query is dynamically generated by the at least one computer device at the time of selecting the level of the hierarchical structure.

20. (Original) The program product of claim 19, further comprising program code for selecting an item in the hierarchical structure, and storing the operations performed to select the item.

21. (Previously Presented) The program product of claim 19, further comprising program code for separately maintaining records of frequencies that each of the items has been purchased for each of a plurality of groups of users.

22. (Original) The program product of claim 19, further comprising program code for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.